



## **MBE Juror Insights Poll™**

*Jury Eligible Respondents Express Less Confidence in Economy and Believe  
Lawsuits Could Negatively Impact Economy*

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(Charleston, W.Va.) – Mark Blankenship Enterprises recently conducted a telephone survey of 400 West Virginians who are qualified to serve on a jury in the state. This is an independent survey to assist attorneys in understanding the attitudes and opinions of potential jurors as they develop litigation strategies. The results of the survey do not reflect the opinions of MBE and are meant only to provide insights into public opinion.

A plurality (45%) of respondents believes lawsuits filed in West Virginia have a negative impact on the economy and job market of the state. Of that 45%, 24% believe lawsuits have a “very negative” impact on the economy and job market while 21% believe the impact is “somewhat negative.” One in four (25%) believe lawsuits have “no impact” and only 13% believe they have a positive impact.

“This is an important finding for all litigators to understand especially when considering the heightened economic concern respondents also express” said Mark Blankenship, president of MBE. The survey also questioned eligible jurors about the economy. Nearly seven in ten (67%) believe the economy and job market of West Virginia will “get worse” or “remain the same” during the next four years. “There isn’t a lot of confidence among respondents in the short-term economy of West Virginia. When 7 in 10 express this kind of economic concern and nearly 1 in 2 (45%) believe lawsuits have a negative impact on the economy and job market, attorneys have a difficult task of identifying these pre-existing biases when selecting their juries” said Blankenship.

MBE conducted a random sample telephone survey among 400 West Virginia registered voters and/or licensed drivers. The MBE Juror Insights Poll © was conducted during May of 2008. The sampling variation on a survey of 400 respondents is +/- 4.9% at a 95% confidence level. (Continued)

## Perceived Economic Impact of Lawsuits

According to the MBE Juror Insights Poll, Men and higher income respondents are more likely to believe lawsuits have a “very negative” impact on the economy compared to lower income households as are those respondents between the ages of 35 and 54. See below for detailed results.

Do you believe lawsuits filed in WV have a positive or negative impact on the state’s job market and economy	Base (n=400)	Men	Women	Age 35 to 54	Over \$100K	Less than \$20K
Very Positive	4%	3%	4%	4%	0%	7%
Somewhat Positive	9%	9%	9%	11%	14%	11%
No Impact	25%	24%	25%	26%	17%	27%
Somewhat Negative	21%	18%	23%	24%	21%	14%
Very Negative	24%	28%	19%	28%	38%	21%
Dk/Na	18%	17%	19%	8%	10%	20%

## Job Market and Economic Outlook

A majority (67%) believes West Virginia’s job market and economy will “get worse” or “remain about the same” during the next five years compared to 28% who believe it will “get better.” Women are somewhat more likely to believe it will “get better” when compared to men while middle income respondents are more likely to believe the job market and economy will “remain about the same.” Younger and middle aged respondents are more likely than older respondents to believe the job market and economy will “get worse” during the next four years.

Do you WV Economy and Job Market will get better, remain about the same or get worse during the next 4 years?	Base (n=400)	Men	Women	Age 18 to 34	Age 35 to 54	Age 55 +	\$50 to \$100 K	Less than \$20K
Get Better	28%	24%	32%	21%	22%	31%	23%	28%
Remain About the Same	28%	31%	26%	16%	30%	29%	40%	29%
Get Worse	39%	41%	37%	53%	45%	35%	35%	41%
Dk/Na	5%	4%	5%	11%	3%	5%	2%	3%

### Methodology:

Interviewers used random-digit dialing procedure to interview respondents. The numbers are generated by computer to achieve maximum representation in all West Virginia counties. This technique is designed to produce a sample of registered voters that is representative of the entire population in such areas as age, gender, race, and family income. Both listed and unlisted telephone households had an equal chance of being selected in the sample. This MBE Juror Insights Poll has a sampling variation of +/- 4.9% at a 95% confidence level. The MBE Juror Insights Poll and all its content and result are copyrights of MBE.

## **About MBE**

*Mark Blankenship is president and chief executive officer of Mark Blankenship Enterprises, LLC (MBE). Located in Charleston, West Virginia, MBE is national communications and opinion research firm that provides a range of actionable and reliable research methodologies to Fortune 500 companies, law firms, small businesses, media organizations, associations and non-government organizations. Blankenship's research and commentary has appeared in several national and regional media outlets, including The Wall Street Journal, The Drudge Report, and NBC among others. If you seek further comment on these survey results, or any other issue, please do not hesitate to contact Mark Blankenship at 304.545.2428 or by email at [mark@markblankenship.com](mailto:mark@markblankenship.com)*

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